

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ BLACK BORDERS
- ☐ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES
- ☐ FADED TEXT OR DRAWING
- ☐ BLURRED OR ILLEGIBLE TEXT OR DRAWING
- ☐ SKEWED/SLANTED IMAGES
- ☐ COLOR OR BLACK AND WHITE PHOTOGRAPHS
- ☐ GRAY SCALE DOCUMENTS
- ☐ LINES OR MARKS ON ORIGINAL DOCUMENT
- ☐ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY
- ☐ OTHER: _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT APPLICATION EXAMINING OPERATIONS

Appl. No.	: 09/866,425	Confirmation No. 5992
Applicants	: Andrew Vilcauskas et al.	
Filed	: May 24, 2001	
TC/A.U.	:	
Examiner	:	
Docket No.	: KLR/KAR:8096.0008	
Customer No.	: 00152	
Title:	POST-SESSION INTERNET ADVERTISING SYSTEM	

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
BEFORE MAILING OF EITHER A FINAL ACTION
OR NOTICE OF ALLOWANCE (37 CFR § 1.97(c))

1600 ODS Tower
601 S.W. Second Avenue
Portland, Oregon 97204-3157
August 20, 2004

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RECEIVED

AUG 27 2004

Technology Center 2100

Dear Sir:

The Information Disclosure Statement submitted herewith is being filed after three months of the filing date of this national application or the date of entry of the national stage, as set forth in §2.492, of the international application, or after the mailing date of a first Office Action on the merits, which ever occurred last, but before the mailing date of either:

- (1) a final action under §1.113 or
- (2) a notice of allowance under §1.311

Accompanying this transmittal is:

☐ a statement as specified in 37 CFR §1.97(e).

OR

☒ the fee as set forth in 37 CFR §1.17(p) for submission of an Information Disclosure Statement under §1.97(c).

08/24/2004 HASFAH1 00000061 09866425

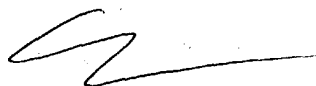
01 FC:1806

180.00 0P

In accordance with 37 CFR §1.97(h), the filing of this Information Disclosure Statement will not be regarded as an admission that any reference or combination of references referred to herein is, or is considered to be, material to patentability under 37 CFR §1.56(b) unless specifically designated as such.

The person making this statement is the attorney who signs below on the basis of the information supplied by the inventor and the information in his file.

Respectfully submitted,

A handwritten signature in dark ink, appearing to be 'Kevin L. Russell', written over a horizontal line.

Kevin L. Russell
Reg. No. 38,292
Of Attorneys for Applicant
Tel: (503) 227-5631



PTO/SB/08A

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use several sheets if necessary)

ATTY. DOCKET NO.
KLR/KAR:8096.0008

SERIAL NO.
09/866,425

APPLICANTS
Andrew Vilcauskas et al.

FILING DATE
May 24, 2001

GROUP
2177

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL	CITE NO.	DOCUMENT NUMBER	DATE	NAME	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-4,782,463	11-1988	Sanders, et al.	
		US-4,827,508	05-1989	Shear	
		US-4,833,308	05-1989	Humble	
		US-4,850,007	07-1989	Marino, et al.	
		US-4,873,662	10-1989	Sargent	
		US-4,953,209	08-1990	Ryder, Sr., et al.	
		US-5,204,947	08-1993	Bernstein, et al.	
		US-5,305,195	04-1994	Murphy	
		US-5,321,740	06-1994	Gregorek, et al.	
		US-5,347,632	09-1994	Filepp, et al.	
		US-5,355,472	10-1994	Lewis	
		US-5,359,708	10-1994	Bloomer, et al.	
		US-5,367,621	11-1994	Cohen, et al.	
		US-5,367,623	11-1994	Iwai, et al.	
		US-5,408,659	04-1995	Cavendish, et al.	
		US-5,412,772	05-1995	Monson	
		US-5,428,529	06-1995	Hartick, et al.	
		US-5,428,670	06-1995	Gregorek, et al.	
		US-5,438,508	08-1995	Wyman	
		US-5,442,771	08-1995	Filepp, et al.	
		US-5,461,667	10-1995	Remillard	
		US-5,491,820	02-1996	Belove, et al.	
		US-5,511,160	04-1996	Robson	
		US-5,515,490	05-1996	Buchaman, et al.	
		US-5,530,754	06-1996	Garfinkle	
		US-5,548,746	08-1996	Egan, et al.	
		US-5,557,658	09-1996	Gregorek, et al.	

RECEIVED

AUG 27 2004

Technology Center 2100



PTO/SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)	ATTY. DOCKET NO. KLR/KAR:8096.0008	SERIAL NO. 09/866,425
	APPLICANTS Andrew Vilcauskas et al.	
	FILING DATE May 24, 2001	GROUP 2177

U.S. Patent Documents Cont.

EXAMINER INITIAL	CITE NO.	DOCUMENT NUMBER	DATE	NAME	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-5,572,643	11-1996	Judson	
		US-5,617,565	04-1997	Augenbraun, et al.	
		US-5,623,589	04-1997	Needham, et al.	
		US-5,623,656	04-1997	Lyons	
		US-5,630,139	05-1997	Ozaki	
		US-5,706,502	01-1998	Foley, et al.	
		US-5,737,619	04-1998	Judson	
		US-5,740,549	04-1998	Reilly, et al.	
		US-5,742,768	04-1998	Gennaro, et al.	
		US-5,754,830	05-1998	Butts, et al.	
		US-5,768,508	06-1998	Eikeland	
		US-5,781,894	07-1998	Petrecce, et al.	
		US-5,784,058	07-1998	LaStrange et al.	
		US-5,796,952	08-1998	Davis et al.	
		US-5,805,815	09-1998	Hill	
		US-5,809,242	09-1998	Shaw et al.	
		US-5,913,040	06-1999	Rakavy, et al.	
		US-5,918,239	06-1999	Allen et al.	
		US-5,933,811	08-1999	Angles, et al.	
		US-5,996,007	11-1999	Klug et al.	
		US-5,933,811	08-03-1999	Angles et al.	
		US-6,084,628	07-04-2000	Sawyer	
		US-6,118,449	09-12-2000	Rosen et al.	
		US-6,119,098	09-12-2000	Guyot et al.	
		US-6,148,332	11-14-2000	Brewer et al.	
		US-6,205,432	03-2001	Gabbard et al.	
		US-6,212,554	04-2001	Roskowski	
		US-6,248,946	01-19-2001	Dwek	



PTO/SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)	ATTY. DOCKET NO. KLR/KAR:8096.0008	SERIAL NO. 09/866,425
	APPLICANTS Andrew Vilcauskas et al.	
	FILING DATE May 24, 2001	GROUP 2177

U.S. Patent Documents Cont.

		US-6,268,856	07-2001	Bruck et al.	
		US-6,295,061	09-2001	Park et al.	
		US-6,314,451	11-06-2001	Landsman et al.	
		US-6,317,761	11-13-2001	Landsman et al.	
		US-6,446,967	10-2002	Landsman et al.	
		US-2002/0198778-A1	12-2002	Landsman et al.	
		US-2003/0004804-A1	01-2003	Landsman et al.	

RECEIVED

AUG 27 2004

Technology Center 2100

FOREIGN PATENTS

EXAMINER INITIALS	CITE NO.	FOREIGN PATENT DOCUMENT (Country Code, Number, Kind Code)	PUBLICATION DATE	NAME OF PATENTEE OR APPLICANT OF CITED DOCUMENT	PAGES, COLUMNS, LINES, WHERE RELEVANT PASSAGES OR RELEVANT FIGURES APPEAR
		JP 2000148802	05-20-2000	Itakura et al.	
		KR 2000054099	09-05-2000	Shin	
		JP 2000 - 148802	05-30-2000		
		GB 2281434	03-1995		
		JP 9114781	05-1997		
		KR 9778058	12-1997		
		WO 9630864	10-1996		
		KR 20000 054099	09-05-2000		

NON PATENT LITERATURE DOCUMENTS

(Include name of Author (in CAPITAL LETTERS), Title, title of the item (book, magazine, journal, serial symposium, catalog, etc.), Date, Page(s), volume-issue number(s), publisher, city and/or country where published.

	MICHALSKI, "Content in Context", RElcase, 1.0, vol. 94, No. 9, Sep. 27, 1984, PP. 1-13
	DEVONEY, "Using PCDOS", 1986, p. 340
	PIKE et al., Using Mosaic, 1994, p. 82-85, 222-223.
	BAKER, "Hypertext Browsing in the Internet", UNIX Review, vol. 12, No. 9, Sep. 1994, pp. 21-26.
	GUNN, Power in Pictures, Computer Shopper, Nov. 1994, Vol. 14, No. 11, p. 5998-600.
	SPRY, Airmos, "hlp Windows Help File", Apr. 3, 1995, Browsing with Mosaic, The SPRY Mosaic Console Gunn, Power in Pictures, Computer Shopper, Nov. 1994, vol. 14, No. 11, pp. 598-600.



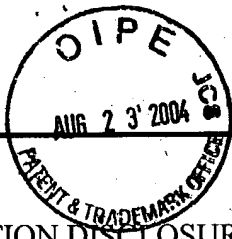
PTO/SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)	ATTY. DOCKET NO. KLR/KAR:8096.0008	SERIAL NO. 09/866,425
	APPLICANTS Andrew Vilcauskas et al.	
	FILING DATE May 24, 2001	GROUP 2177

NON PATENT LITERATURE DOCUMENTS

(Include name of Author (in CAPITAL LETTERS), Title, title of the item (book, magazine, journal, serial symposium, catalog, etc.), Date, Page(s), volume-issue number(s), publisher, city and/or country where published.

RECEIVED

	MCARTHUR, "World Wide Web & HTNL", Dr. Dobb's Journal, Dec. 1994.	AUG 27 2004
	ISAO, Patent Abstracts of Japan, Vol. 95, No. 2, Mar. 31, 1995 & 06314184 A.	Technology Center 2100
	Newsbytes, "Ziff Davis to Offer Advertising on Web Pages", pNEW03300020, Mar. 30, 1995.	
	Reaching Shoppers Beyond Retail, Computer Retail Week, Vol. .5, No. .99, P. 76(3), May 8, 1995.	
	DAVISON, "Coding with HTML Forms", Dr. Dobb's Journal, June 1995, pp. 70-75, 106-109.	
	COLEMAN, "An Investigation into Integrating Hypertext and Messengers", Information Engineering, PP. 181-184, Jul. 3, 1995.	
	ABERNATHY, "Create a Custom Newspaper", PC World, Vol. 13, No. 8, P. 66, Aug. 1995	
	AYRE et al., "See the Sites Beyond Browsing", Oct. 10, 1995, PC Magazine, pp. 151-201.	
	GROBE, Michael, "HTML Quick Reference", Oct. 11, 1995, Academic Computing Services, University of Kansas.	
	OLIVER, Netscape 2 Unleashed, Sams.net Publishing, Feb. 1996, p. 36, 37, 40, 41, 205-210, 49998, 576, and 577.	
	HODGES, Jane, "Marketers play Web games as serious biz", Mar. 11, 1996, (Advertising Age).	
	TAYLOR, Cathy, "Going Beyond the Banner", Jul. 08, 1996, pp. 36-41 (Brand week 1996).	
	TETRODE, M. "Question Two Windows", discussion thread from the newsgroup comp.lang.javascript, 26 August 1996.	
	SREENIVASAN, S., "The World Wide Wait: Don't Get Mad, Get fOff," The New York Times, Sep. 30, 1996, P. C5.	
	PORKAEW, K. "How to Raise a Window on Top?", discussion thread from the newsgroup comp.lang.javascript, October 10, 1996.	
	Broadcasting an Array of Data: Turn your passive Website into a proactive service," Internet Magazine, Dec. 1996, Vol.1, Issue 1, p. 37	
	GEORGIA, Bonny L., "Browsing without a Net," Internet Magazine, Dec. 1996, vol. 1, Issue 1, pp. 85-96.	
	KELLY et al., "Push! Kiss your Browser goodbye: The radical future of media beyond the Web," Wired Magazine, Mar. 1997, pp. 12-23.	
	MCNEIRNEY, J. "Chane Window Focus", discussion thread from the newsgroup comp.lang.javascript, April 3, 1997.	
	Millward Brown Interactive, "Evaluating the Effectiveness of the SUPERSTITIAL," Unicast SUPERSTITIAL Rich Media Effectiveness Study; Report of Findings, at least as early as October 1999, 16 pages.	
	Web page printout, Press Release "Leading Online Ad Networks and Ad Management Solutions Flycast, Doubleclick, Adsmart, and Netgravity to Offer Unicast's Superstitial Rich Media Advertising Format to Advertisers and Sites, at least as early as October 18, 1999.	
	"KillAd - Kill Advertising Popup Windows Easily," FCS, download of www.win.wplus.net/pp/fsc, 1998-1999.	



PTO/SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)	ATTY. DOCKET NO. KLR/KAR:8096.0008	SERIAL NO. 09/866,425
	APPLICANTS Andrew Vilcauskas et al.	
	FILING DATE May 24, 2001	GROUP 2177

NON PATENT LITERATURE DOCUMENTS

(Include name of Author (in CAPITAL LETTERS), Title, title of the item (book, magazine, journal, serial symposium, catalog, etc.), Date, Page(s), volume-issue number(s), publisher, city and/or country where published.

RECEIVED

AUG 27 2004

Technology Center 2100

	DAWSON, Kendall, "Who Started Popup Advertising and Why?", download of www.4degreez.com/popepsmustdie/history.htm , 1999.
	Porn Rodeo, source code of the < www.pornrodeo.com > websites of October 13, 1999.
	HOPPLE, Richard, White Paper, "Creative Flexibility in the Digital World", www.unicast.com/presroom/whitepapers/flexibility.html , at least as early as May 21, 2001.
	Porn Rodeo, source code of the < www.pornrodeo.com > websites of 15 November 1999.
	"PopUp Killer," ULTIWARE, Download of www.ultiware.com/popup.htm , 1999-2000.
	REWICK, Jennifer, "Choices, Choices: A Look at the Pros and Cons of Various Types of Web Advertising," April 23, 2001, The Wall Street Journal, 7 pages.
	Web page printout, "How it Works," www.unicast.com/superstitial/howitworks.html , at least as early as May 22, 2001.
	MATSKIN, M., "Collaborative Advertising over Internet with Agents," Proceedings of the 12th International Workshop on Database and Expert Systems, pp. 509-513, 3-7 September 2001.
	THOMPSON, M., "Creating a Pop-Under Window", download from < www.coderproject.com >, 27 December 2001.
	FLANAGAN, D., "JavaScript: The Definitive Guide", Sebastopol: O'Reilly, pp. 199-224, 635-681, Fourth Edition, 2002. QA76.73.J39 F53 2002. ISBN 0-596-00048-0.
	"PATNEWS: Popunder ad patent app busting; Konrad patents still busted," PATNEWS newsletter forwarded on Wednesday, July 17, 2002, 5 pages.
	Porn Rodeo Code taken from the Wayback Machine's archived version of Port Rodeo's October 13, 1999 website. Downloaded 8/02. 1 page.
	Four screen shots of the Porn Rodeo Website and pop-up and/or pop under activity. All the time the screen shots were taken (8-23-02) it was not possible to get the pop under feature to work properly and applicants do not admit that these screen shots show the claimed invention. Prepared 8-23-02, 4 pages.
	RANGANATHAN, A. and CAMPBELL, R.H., "Advertising in a Pervasive Computing Environment", Proceedings of the 2nd International Conference on Mobile Computing and Networking, pp. 10-14, September 2002.
	CRAWLEY, M., "Popups and Popunders", downloaded from < www.onlinesoldier.com > on 27 January 2003.
EXAMINER	DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.